

Monday June, 18, 2007

Distinguished Ladies and Gentlemen of the FCC I write to you today in favor of the, proposed merger between Sirius radio and XM radio. As a consumer I do not view this merger as a bad thing for us at all. The combined company would allow more content to be available to the public without having to go out and spend more on separate equipment to receive each. It should in all rights allow for, lower prices as so much of the cost of Satellite Radio has been in the amount that each company has spent advertising against the other and securing exclusive content to make each more appealing to consumers. With the content under one roof so to speak this would allow for big savings under the merger to which they would be able spend more on R&D and new products and one would hope, on passing some savings onto the consumer...

Satellite Radio is a good thing. There are many applications, to which it is a better option than traditional radio. Traditional radio looks at it as, "if they are listening to something else they are not listening to us." Most likely they would be against any other form of audio entertainment that would prevent their content from being heard. It just so happens that this particular method of content delivery depends on your good graces...So it would be foolish of them not to try to block it. Doing nothing is the same thing as saying it's O.K.

Bottom Line Terrestrial Radio is not going anywhere. There is no substitute for Local programming. Which Satellite is currently lacking. Combined with new innovations like cell phone radio, Ipods and HD Radio you have a competitive field that is growing daily, to which satellite is only one option. In my car I use Sirius, sometimes I bring my Ipod along for the tunes I have to have. I even have a 12 disc CD changer in the back, plus a tape deck. On top of all of that stuff I have the car stereo, which I use more than anything else for my local programming. For me it is about variety and choice, what I want when I want it.

To put this in perspective, Technology has a way of weeding out different methods of communication. The 8 track went the way of the dinosaur. The tape deck will most likely follow. There is no way to be certain what will be the next big got to have... As the methods of delivery become more advanced it is only natural that what we use yesterday may not cut the mustard down the road. Satellite is what I see as a got to have, right now. The content is fresh and live and it makes those mundane trips to the store more enjoyable

In closing with regard to audio entertainment, there is no such thing as too much of a good thing and for that I ask that this merger be allowed. Keep me entertained!

Thank you,

Riki Russell